

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 489281 /		<u>Alt Order #</u> 06275648
<u>Product</u> HORSFORD 4 CONGRESS		
<u>Contract Dates</u> 09/11/12 - 10/01/12		<u>Estimate #</u> 1609
<u>Advertiser</u> Horsford For Congress		<u>Original Date / Revision</u> 09/04/12 / 09/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 115	<u>Product Code</u> 122
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	KVVU	09/16/12	09/30/12	NFL Late Game	NFL Late Game		:30			NM	3	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----1				1	\$3,800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/10/12-09/16/12	NFL Late Game	NFL Late Game	-----Su	:30		<del>\$3,800.00</del>	NM		
		See MG 11.3, 11.4										
	3	KVVU	09/16/12-09/16/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,925.00	NM		
	Ⓜ	MG for 11.1 09/16										
	4	KVVU	09/16/12-09/16/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,925.00	NM		
	Ⓜ	MG for 11.1 09/16										
		Week: 09/17/12	09/23/12	-----				0	\$0.00			
		Week: 09/24/12	09/30/12	-----1				1	\$3,800.00			
N 12	KVVU	09/16/12	09/30/12	NFL Early Game	NFL Early Game		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----				0	\$0.00			
		Week: 09/17/12	09/23/12	-----1				1	\$3,500.00			
		Week: 09/24/12	09/30/12	-----1				1	\$3,500.00			
N 13	KVVU	09/16/12	09/30/12	Fox News Sunday 8-9a	8-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----				0	\$0.00			
		Week: 09/17/12	09/23/12	-----1				1	\$200.00			
		Week: 09/24/12	09/30/12	-----1				1	\$200.00			
N 15	KVVU	09/12/12	09/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	M-WTF--				2	\$2,150.00			
N 16	KVVU	09/12/12	09/17/12	Better	M-F 11a-12p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	M-WTF--				1	\$195.00			
N 17	KVVU	09/12/12	09/17/12	Anderson	3-4p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	M-WTF--				1	\$300.00			
N 18	KVVU	09/12/12	09/17/12	The Dr.Oz Show	4-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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**Henderson, NV 89014**  
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<u>Advertiser</u> Horsford For Congress		<u>Original Date / Revision</u> 09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$350.00			
N 19	KVVU	09/12/12	09/17/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$550.00			
N 20	KVVU	09/12/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$625.00			
N 21	KVVU	09/12/12	09/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$725.00			
N 22	KVVU	09/12/12	09/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$700.00			
N 23	KVVU	09/12/12	09/17/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/12	09/17/12	M-WTF--				2	\$275.00			
N 24	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$7,500.00			
N 25	KVVU	09/16/12	09/16/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$850.00			
Totals											60	\$50,355.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	60	\$50,355.00	\$42,801.75
<b>Totals</b>	<b>60</b>	<b>\$50,355.00</b>	<b>\$42,801.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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ADV # \_\_\_\_\_ ADV. NAME POLI/S HORSFORD/D/CON/NV      REP.# \_\_\_\_\_ OFF.# 762      SALESMAN # \_\_\_\_\_  
 AGY # 1051      AGY. NAME GREER, MARGOLIS, MITCHELL      BUYER NAME JESSE DEMASTRIE

3050 K ST NW,  
 WASHINGTON, DC 20007      SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6275648      CLASS: NATL.      LOCAL      REGIONAL

PRDCT HORSFORD 4 CONGRESS      EST#1609      COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12      OCT1/12      WK-3

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP4/12 12.38

REP: TO ROSE  
 FROM TERESA  
 REVISED ORDER TO REFLECT RATES NEEDED TO CLEAR THE W/O 9/12  
 REV TTL 50,355  
 PLEASE CONFIRM  
 THANKS! T

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 STEVEN HORSFORD FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
15	RT	900A-1000A	30		\$1,925.00	9/16	9/16	2			SUN	2

AGENCY ADVERTISER CODE = 115      AGENCY EST# = 1609  
 AGENCY PRODUCT CODE = 122

PROGRAM : PRE GAME SHOW  
 ORD COM1: SPOT N/A DUE TO NO LATE GAME. MG OFFER PRE GAME SHOW. PLS ADVISE.  
 THIS IS A MAKE-GOOD FOR SEP16 ON LINE-11 FOR 1 SPOT/WK

FAX# 610-225-1191  
HARRIS REPORT FROM REP SEP4/12 12.38  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	E		1000A-100P	30		\$3,500.00	9/23	9/30	1		SUN	2
PROGRAM : FOX NFL (GAME 1)												
CON COM1 : FOX NFL (GAME 1)												
13	E		800A-900A	30		\$200.00	9/23	9/30	1		SUN	2
PROGRAM : FOX NEWS SUNDAY												
CON COM1 : FOX NEWS SUNDAY												
17	R		1000P-1100P	30		\$2,150.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX 5 NEWS AT 10P												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : FOX 5 NEWS AT 10P												
18	R		1100A-1200N	30		\$195.00	9/12	9/17	1		W-F,M	1
PROGRAM : BETTER LAS VEGAS												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : BETTER LAS VEGAS												
19	R		300P-400P	30		\$300.00	9/12	9/17	1		W-F,M	1
PROGRAM : ANDERSON COOPER												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : ANDERSON COOPER												
20	R		400P-500P	30		\$350.00	9/12	9/17	2		W-F,M	2
PROGRAM : DR OZ												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : DR OZ												
21	R		500P-530P	30		\$550.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX 5 NEWS AT 5PM												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : FOX 5 NEWS AT 5PM												
22	R		530P-600P	30		\$625.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX 5 NEWS AT 530PM												
ORD COM1 : REBOOKED PER ADJUSTED FLIGHT DATE												
CON COM1 : FOX 5 NEWS AT 530PM												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	R		600A-700A	30		\$725.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX5 NEWS 6A ORD COM1: REBOOKED PER ADJUSTED FLIGHT DATE CON COM1: FOX5 NEWS 6A												
24	R		700A-900A	30		\$700.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX5 MORNING NEWS ORD COM1: REBOOKED PER ADJUSTED FLIGHT DATE CON COM1: FOX5 MORNING NEWS												
25	R		900A-1000A	30		\$275.00	9/12	9/17	2		W-F,M	2
PROGRAM : MORE LAS VEGAS ORD COM1: REBOOKED PER ADJUSTED FLIGHT DATE CON COM1: MORE LAS VEGAS												
26	A		1000A-100P	30		\$7,500.00	9/16	9/16	1		SUN	1
PROGRAM : FOOTBALL												
27	A		800A-900A	30		\$850.00	9/16	9/16	1		SUN	1
PROGRAM : FOX NEWS SUN												
SEP/12			50355.00			OCT/12	\$ .00					

CONTRACT TOTAL 50355.00  
 TOTAL SPOTS 60

MARKET TOTALS \$181,068    KVVU 22%    KSNV 22%    KLAS 26%    KTNV 20%    KVMY 7%    KVCW 2%    CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME  
 P-CLASS,PLAN,SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE